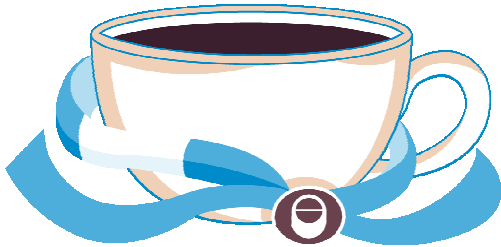




**2010 WORLD COFFEE  
Conference  
Guatemala**



INTERNATIONAL COFFEE ORGANIZATION  
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ  
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ  
ORGANISATION INTERNATIONALE DU CAFÉ





## **Message from the Chairman of Anacafé**

The Guatemalan National Coffee Association, Anacafé, in cooperation with the government of Guatemala and the International Coffee Organization, hosted the third World Coffee Conference in Guatemala City, February 26–28, 2010.

President Álvaro Colom of Guatemala presided over the conference. Porfirio Lobo, president of Honduras, participated in the opening ceremonies and Mauricio Funes, president of El Salvador, attended the closing ceremonies.

This was an important event for the country's coffee sector, allowing Guatemalan producers the opportunity to learn from international experts in the field. Furthermore, it helped to strengthen the image of Guatemala as a producer of quality coffees and that of Anacafé as a leader in the organization and staging of international events.

For three days, during the 2010 World Coffee Conference, Guatemala was the center of the coffee world as producers and experts from across the globe exchanged ideas and their experiences with the latest sector trends.

We appreciate the ICO's confidence in Anacafé and extend our thanks to everyone involved in organizing this event. We would also like to thank all of the participants who accepted our invitation to visit Guatemala and to discover the passion that drives the Guatemalan coffee sector to produce quality coffees.

Ricardo Villanueva  
Chairman  
Anacafé



## Introduction

Anacafé, in cooperation with the government of Guatemala and the ICO, organized the third World Coffee Conference February 26–28, 2010 in Guatemala City. The event was chaired by the president of Guatemala, Álvaro Colom.

According to registration figures, **1,517** people from 76 countries participated in the event, including representatives from different sectors of the coffee industry: producers, roasters, researchers, market analysts, etc. The conference featured 30 speakers from 17 countries. The three-day event also included an exhibition area, field trips, and social activities.

A team led by Anacafé and the ICO worked for several months on the planning, organization, and execution of this event; their efforts ensured the conference's success.

This report presents some of the experiences and lessons learned from this process. We hope that it will serve as a guide for organizations hosting future World Coffee Conferences.

This report also contains the following additional information:

- Photographic documentation: *Annex 12\_Photos*
- Video: *Annex 13\_Video acknowledgements*
- Media coverage: *Annex 11\_Local and international media coverage*
- List of participants: *Annex 05\_Summary of participants*
- 2010 conference schedule: *Annex 06\_Contents of visitor's packet*
- Invitations to social events: *Annex 06\_Contents of visitor's packet*
- Plans of the conference rooms and exhibition areas: *Annex 06\_Contents of visitor's packet*
- Samples of promotional items (pens, bags, folders, name tags): *Physical items*
- List of sponsors: *Sponsorships*
- Conclusions of the conference: *Annex 08\_Conclusions of the conference*
- Presentations: *Annex 07\_Presentations*
- Printed materials: *Annex 10\_Signs and printed materials*
- Advertisements: *Annex 01\_Publications*
- Electronic invitations: *Annex 02\_Invitation letters*
- Signage (banners, etc.): *Annex 10\_Signs and printed materials*
- Press releases: *Annex 09\_Press releases*



## Planning

In May 2008, the Anacafé representative to the International Coffee Council invited the full assembly to hold the third World Coffee Conference in Guatemala. The invitation was later accepted and it was established that the event would take place in February 2010.

Anacafé was in charge of organizing the entire event. In October 2008 an organizing committee was formed, which was made up of members of the board of directors and administrative staff of Anacafé and the Ministry of Foreign Relations.

Anacafé led the committee's efforts in the planning and execution of the event. Furthermore, its marketing department coordinated various activities with government institutions including security, immigration, protocol, city hall, traffic police, etc.

In order to ensure the success of a conference of this size, the following local companies were hired to take care of specific aspects of the event:

- Organización Calamo: event logistics (hotel registration, transportation for the participants, etc.)
- Organización S. A.: participant registration, visas
- STP Operador Turístico: tours and participant transfers
- Mr. Music: audiovisual equipment

These firms were under the direction of Anacafé's marketing department from the time they were hired and throughout the event.

### Comments

- Due to the number of foreign participants it was important to have the support of the Ministry of Foreign Relations from the beginning in order to facilitate the procurement of visas to the host country.
- It was important to have the necessary budget to temporarily hire the services of several Guatemalan firms since the number of activities that needed to be attended to was beyond the scope of the everyday responsibilities of Anacafé personnel.
- Constant communication between the host country and ICO headquarters was critical for determining dates, schedules, conference topics, speakers, image design, and to quickly respond to situations as they developed.



## Topics and Speakers

***Coffee for the Future: Towards a Sustainable Coffee Sector*** was the theme of the 2010 World Coffee Conference and the framework for the conference's four main sessions:

- 1- Economic Sustainability: The Economics of Production
- 2- Economic Sustainability: The Economics of Demand
- 3- Environmental Sustainability
- 4- Social Sustainability

Defining the conference's theme and the content of the sessions was the responsibility of the ICO and the final decisions were the result of several months of discussions. Efforts were made to choose engaging, timely subjects, which would attract the most participants, however, other issues affecting the coffee world such as economic, environmental, and social problems were also considered.

Once the topics were decided on, the ICO selected and invited a group of renowned speakers from the coffee industry. In all, 30 speakers from around the world gave presentations during the event.

The keynote speakers at the opening of the conference were Supachai Panitchpakdi, secretary-general of the United Nations Conference on Trade and Development (UNCTAD), and Ali Mchumo, managing director of the Common Fund for Commodities.

### Comments

- The specialists and experts that may be asked to participate as speakers have very busy schedules; therefore it is important to agree on the conference's topics and schedule as early as possible.
- When finalizing the budget keep in mind expenses that will be incurred for the speakers, including transportation and air travel, accommodations, meals, and any special considerations.
- It is important that speakers comply with deadlines so that information about their presentations is included in the printed materials distributed to those attending the conference. Their texts should also follow established formats.



## Promotional Campaigns

The promotional strategy for the conference was divided into two principal segments—local and international. The strategy was designed and implemented over a period of 12 months by the marketing department of Anacafé. An outside advertising agency developed and designed promotional materials, which were printed in English and Spanish.

The following media were utilized for the international marketing campaign:

### International Fairs

The conference was promoted through the presence of Guatemalan Coffees at several different fairs:

- Specialty Coffee Association of America: Atlanta, Georgia USA
- Specialty Coffee Association of Europe: Cologne, Germany
- Specialty Coffee Association of Japan: Tokyo, Japan
- Sintercafé: San José, Costa Rica
- Ramacafé: Managua, Nicaragua

At each of these events a printed brochure was distributed that contained general information about the conference and directed readers to the official website [www.wcc2010guatemala.com](http://www.wcc2010guatemala.com).

### Advertisements

#### Local Campaign

<b>Publications Summary:</b> 9 advertisements of approximately $\frac{3}{4}$ of a page		
Media	Cost/ad	Total in Q
Prensa Libre: 5		115,701.00
elPeriódico: 2		13,056.00
Nuestro Diario: 1		11,000.00
Siglo XXI: 1		22,400.00
<b>Total investment</b>		<b>162,157.00</b>

Distribution of dates of publications				
		January		February
F	1		M	1 <b>Siglo XXI</b>
S	2		T	2
S	3		W	3
M	4		T	4
T	5		F	5
W	6		S	6
T	7		S	7
F	8		M	8 <b>Prensa Libre</b>
S	9		T	9
S	10		W	10
M	11		T	11
T	12		F	12
W	13		S	13
T	14		S	14
F	15		M	15 <b>Prensa Libre</b>
S	16		T	16
S	17		W	17 <b>Nuestro Diario</b>
M	18		T	18
T	19		F	19 <b>Prensa Libre</b>
W	20		S	20
T	21		S	21 <b>El Periódico</b>
F	22		M	22
S	23		T	23
S	24		W	24
M	25	<b>Prensa Libre</b>	T	25 <b>El Periódico</b>
T	26		F	26 <b>Prensa Libre / Siglo XXI</b>
W	27		S	27
T	28	<b>Siglo XXI</b>	S	28
F	29			
S	30			
S	31			

## Promotional Campaign in Central America

<b>Guatemala</b>	El Economista magazine	Sept '09, Nov '09, Jan '10	3 full-page, full-color publications (includes taxes)	\$8,505.00
<b>Guatemala</b>	Mercados & Tendencias magazine	Sept '09	1 full-page, full-color publication (includes taxes)	\$3,060.00
<b>Guatemala</b>	Estrategias & Negocios magazine	Oct '09, Nov '09	3 full-page, full-color publications (includes taxes)	\$6,700.00
<b>Guatemala</b>	Summa magazine	Sept '09, Nov '09, Jan '10	3 full-page, full-color publications (includes taxes)	\$8,100.00
			<b>Total</b>	<b>\$26,365.00</b>

## International Campaign

<b>PRELIMINARY International Advertising Calendar</b>					
<b>OIC - September 2009</b>					
<i>Materials</i>	<i>Media</i>	<i>Issue</i>	<i>Description</i>	<i>Size</i>	<i>Cost</i>
July	Tea & Coffee	September		full page	\$2,800
Jul '09 - Jan '10	Coffee Network		\$400 monthly	banner	\$2,800
July 14	Tea & Coffee Asia	Quarter Aug/Sept/Oct		full page	\$2,800
Aug 3	Coffee & Cocoa Intl	September		full page	\$4,975
August 11	Coffee Talk	September		1/4 page	\$995
Sep-04	Café Europa	September 23		1/4 page	\$725
<b>Total September</b>					<b>\$15,095</b>
<b>OIC - November 2009</b>					
<i>Materials</i>	<i>Media</i>	<i>Issue</i>	<i>Description</i>	<i>Size</i>	<i>Cost</i>
September 28	Tea & Coffee	November		full page	\$2,800
September 28	Tea & Coffee Asia	November / December / January		full page	\$2,800
September 30	Coffee & Cocoa Intl	November		full page	\$4,975.00



<b>Total November</b>	<b>\$10,575</b>
<b>TOTAL ICO PUBLICATIONS</b>	<b>\$25,670</b>
Amount allocated for publications	\$40,000
Total spent	\$25,670
<b>Difference</b>	<b>\$14,330</b>

<b>Tipos Diseño (firm hired to design advertisements)</b>	
Advertisement design	Q2,475.00
Adaptation for Tea & Coffee	Q950.00
Banner design	Q225.00
Animation for banner	Q250.00
Adaptation for Coffee & Cocoa	Q950.00
Adaptation for Coffee Talk	Q950.00
Adaptation for Café Europa	Q950.00
	Q6,750.00
	\$818.18

<b>Balance</b>						<b>\$13,512</b>
<b>OIC - November 2009</b>						
<i>Materials</i>	<i>Media</i>	<i>Issue</i>	<i>Description</i>	<i>Size</i>	<i>Cost</i>	
December	Tea & Coffee	January		full page	\$2,800	
December	Coffee & Cocoa Intl	January		back cover	\$6,575.00	
December	Coffee Talk	December	states of the industry	full page	\$835.00	
<b>subtotal</b>					<b>\$10,210</b>	
Advertisement design					\$81.33	
<b>Total</b>					<b>\$10,291</b>	

Balance	\$3,220
---------	---------

Digital versions of the advertising guidelines and the advertisements placed in various media in Guatemala, Central America, and other countries.

 **See: Annex 01\_Publications**

### Invitations

Electronic invitations were distributed via e-mail to 3,000 local and international coffee industry contacts.

 **See: Annex 02\_Invitation letters**



## Website

The official website for the event, [www.wcc2010guatemala.com](http://www.wcc2010guatemala.com), was updated regularly and was available to the public in September 2009. The website included information on the following:

- Schedules
- List of participants
- Available hotels
- Participant registration
- Press credentials
- Sponsorships
- Exhibitors
- Tours
- Electronic visa applications

## Comments

- The large number of visitors to the Internet website indicates that this was an effective way to promote the event.
- International promotional efforts should begin one year in advance so that participants, sponsors, and exhibitors can save the dates and allocate the necessary funds in their budgets.
- It is important to promote the event using materials appropriate to each of the target audiences.

**S**



**See: Annex 03\_Website hits**

## Sponsors

As the host of the conference, Anacafé sought alternatives to supplement the assigned budget and cover the costs of putting on a first-class event. One strategy was the creation of a sponsorship program.

- Sponsors were classified into three groups:

- **Platinum: US\$20,000**








- **Gold: US\$15,000**



- **Silver: US\$10,000**



- Other types of sponsorship were also available:

- o Uniforms for support staff  
- o Pens 
- o Promotional bags 
- o Coffee tastings  =Friday and Sunday   =Saturday
- o Notepads 

- Potential sponsors were contacted 12 months in advance either through e-mail, telephone calls, or personal visits.



## Comments

- It is in the best interest of the host country and the ICO to develop strategies that will allow the event to be sustainable, balancing the host country's budget with the expenditures required to make the event a success.
- International promotion should begin 12 months in advance so participants can save the dates and budget accordingly.



**See: Annex 04\_Options for sponsorship page**



## Logistics

Anacafé invested a large amount of time in coordinating the logistics of the event. Selecting the right venue is critically important since ultimately the success of the event depends on many factors related to its location.

### Hotel Selection

From the beginning, Guatemala City was considered the best option for the conference because of the many options for accommodations available. The Convention Center at the Westin Camino Real met all the basic requirements of location, size, and services.

The venue selected for the conference was located 15 minutes from the airport. Restaurants, shopping centers, Anacafé headquarters, and other hotels were also nearby.

Meals are an important consideration. Menus were selected that combined local and international cuisines. Lunch was served to all conference attendees at the Convention Center so they would not have to go from one place to another.

Signs were posted to identify all the areas within the hotel; these areas included:

- Press room
- Room for speakers
- Work center for ICO staff
- Office for ICO executive director
- Work center for Anacafé staff
- Meeting rooms for special sessions involving country presidents
- Area with free wireless Internet access
- Area for tourism and transportation information
- Gardens and rooms for lunch

### Participant Services


#### *At the airport*

From the moment they arrived in Guatemala, participants found a kiosk with information about the conference and personalized service.

Speakers and special guests were met at the airport by Anacafé staff who then took them to their hotels.

#### *Accommodations*

Anacafé blocked 2,100 hotel rooms in the vicinity of the conference venue. All of the hotels were close enough that one could walk to and from the conference.



### *Transfers*

Transportation between the hotel, conference center, and social events was continuously available.

### *Simultaneous Interpretation*

Simultaneous interpretation was available for all of the presentations in the official languages of the ICO: Spanish, English, French, and Portuguese.

### *Program for Companions*

Excursions within Guatemala City were offered to the companions of conference participants at no additional cost.

### *Tours of Guatemala*

An experienced tour operator in Guatemala organized tours of one, two, and three days to coffee farms and other tourist areas at reasonable prices.

### *Internet*

Computers with free Internet access were available during the three-day event.

## **Registration**

Participants were required to register through the conference website [www.wcc2010guatemala.com](http://www.wcc2010guatemala.com). This made it easier to keep track of the number of participants and facilitated the preparation and distribution of materials and name tags.

Registration payments could be made several ways: through the website, wire transfers, or at Anacafé headquarters.

Several different registration fees were established to encourage the attendance of participants from Guatemala and Central America.

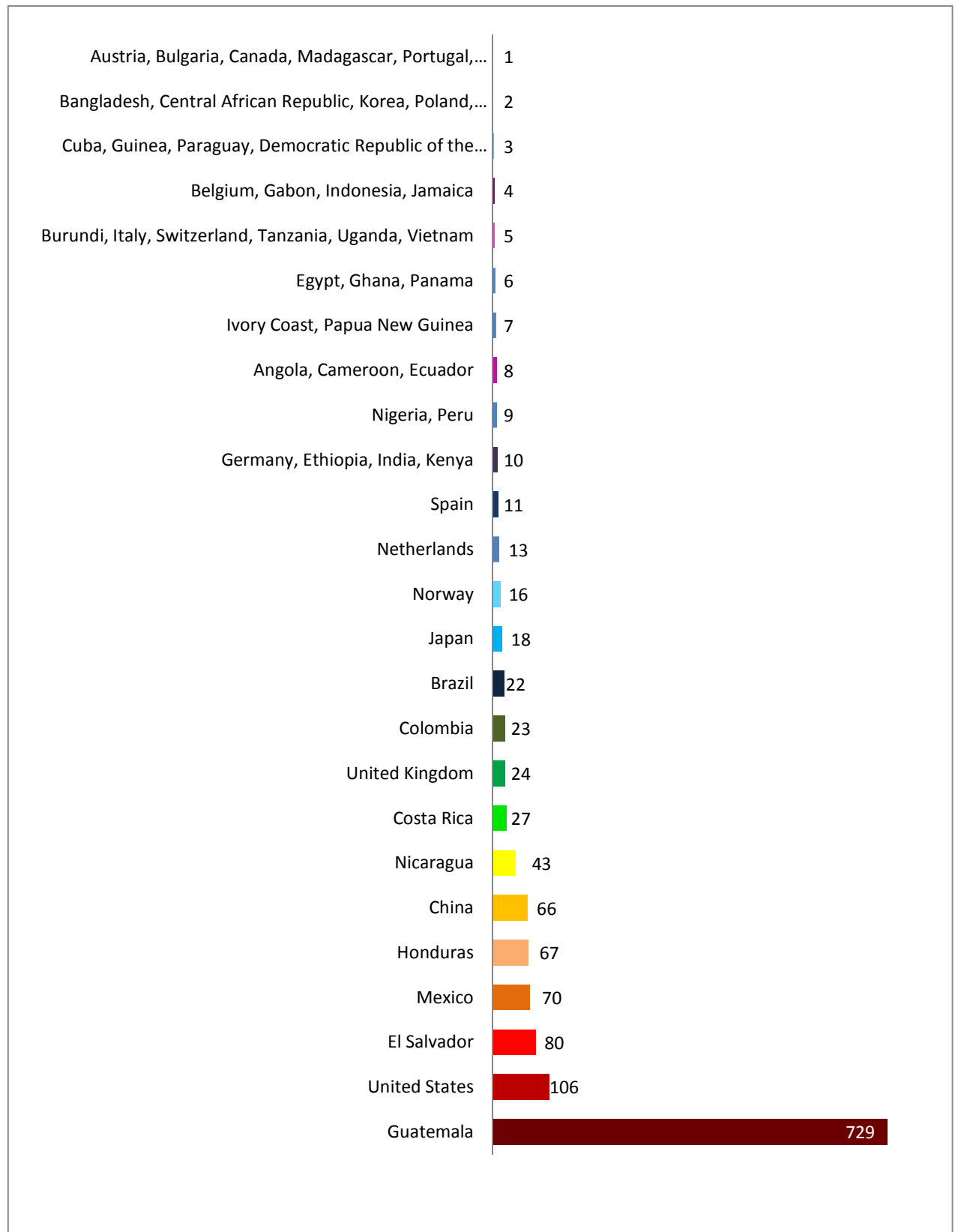
Furthermore, the following groups did not have to pay:

- Journalists, two per media outlet
- Speakers
- ICO staff
- Members of the board of directors of Anacafé
- Anacafé technical personnel
- Free admission was offered to 100 members of small-producer cooperatives and associations in Guatemala

## **Participants**

According to registration information at the close of the event, a total of **1,517** people attended the 2010 World Coffee Conference. The participants represented different players in the international coffee industry. The following graph indicates where the participants were from.

## Summary of Participants

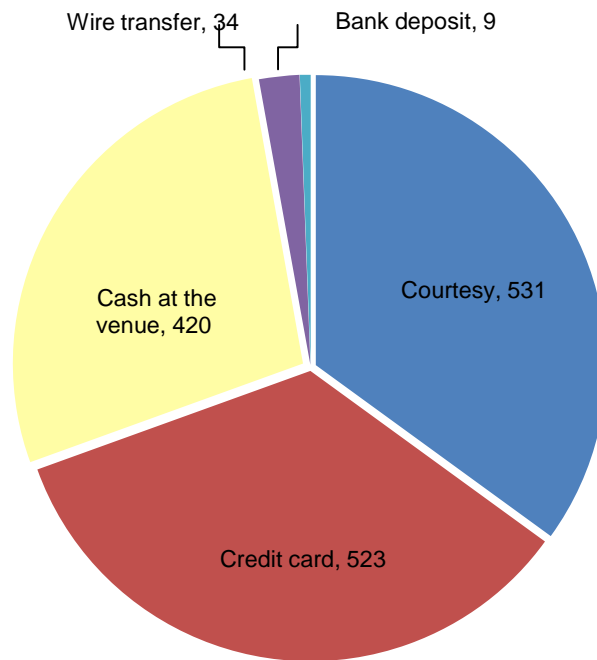


Final Report: Registrations by Country		
Country	Registrations	%
Guatemala	729	48
United States	106	7
El Salvador	80	5
Mexico	70	5
Honduras	67	4
China	66	4
Nicaragua	43	3
Costa Rica	27	2
United Kingdom	24	2
Colombia	23	2
Brazil	22	1
Japan	18	1
Norway	16	1
Netherlands	13	1
Spain	11	1
Germany	10	1
Ethiopia	10	1
India	10	1
Kenya	10	1
Nigeria	9	1
Peru	9	1
Angola	8	1
Cameroon	8	1
Ecuador	8	1
Ivory Coast	7	0
Papua New Guinea	7	0
Egypt	6	0
Ghana	6	0
Panama	6	0
Burundi	5	0
Italy	5	0
Switzerland	5	0
Tanzania	5	0
Uganda	5	0
Vietnam	5	0
Belgium	4	0
Gabon	4	0
Indonesia	4	0
Jamaica	4	0
Cuba	3	0
Guinea	3	0
Paraguay	3	0
Democratic Republic of the Congo	3	0
Venezuela	3	0
Zimbabwe	3	0
Bangladesh	2	0
Central African Republic	2	0
Korea	2	0
Poland	2	0
Dominican Republic	2	0
Rwanda	2	0
Russia	2	0
Sweden	2	0
Togo	2	0
Austria	1	0
Bulgaria	1	0
Canada	1	0
Madagascar	1	0
Portugal	1	0
Puerto Rico	1	0
<b>Total</b>	<b>1517</b>	<b>100</b>





Final Report: Registrations by Payment Type		
Type of Payment	Number	%
Courtesy*	531	35
Credit card	523	34
Cash at the venue	420	28
Wire transfer	34	2
Bank deposit	9	1
<b>Total</b>	<b>1517</b>	<b>100</b>



\*These statistics do not include Anacafé or ICO staff.



**See: Annex 05\_Summary of participants**



## **Presidential Participation**

The ICO proposed that the president of Guatemala invite the leaders of other coffee-producing countries. After obtaining the invitations from the Office of the President, the Ministry of Foreign Relations was in charge of distributing them. Once their participation was confirmed, Anacafé coordinated each president's visit.

The participation of presidents from other countries required that Anacafé take into account certain budget and logistical issues, such as accommodations in presidential suites; renting armored vehicles; accommodations, meals, and other considerations for security personnel; and arranging meetings between the presidents and representatives of Anacafé and the ICO.

### **Visitor's Guide**

Participants received a visitor's guide designed to make their stay in Guatemala and their participation in the conference more enjoyable. This packet contained the following information: conference schedule of events, biographical and professional summaries of the speakers, printed and digital information about the presentations, tourism information, and several maps.

### **Exhibition Area**

The 40 spaces available in the exhibition area were sold immediately. The exhibitors were primarily institutions and representatives from other coffee-producing countries looking to strengthen their image.

Exhibitors:

- Asociación de Exportadores de Café de Guatemala- ADEC
- DISAGRO
- Illy
- CAFÉ & CAFFÉ
- MAYACERT
- EFICO
- Guatemalan Coffees
- NORDIC
- LAADSA
- Satake
- Norwegian Coffee Association
- TIGSA
- Café de Costa Rica
- Café de México
- Rainforest Alliance
- MERCANTA
- 4C
- Asociación de Productores de Café Antigua - APCA

- Café de Colombia
- Fedecocagua/Fedecovera
- Utz Certified
- Delta Technology
- Negocios del Trópico
- US AID
- Pinhalense
- Clac
- CIMBRIA
- Café de Panamá
- AGROMSA
- Promecafé
- ENLASA

### Special Events

Two special events were planned for conference participants.

- 1- Welcome reception / February 26  
Hosted by the president of Guatemala and held at the National Museum of Archaeology and Ethnology.

 **See: Annex 12\_Photos\Reception hosted by the president of Guatemala**

- 2- Gala—50th Anniversary of Anacafé / February 27  
Due to the large number of international friends from the coffee industry that would attend the conference, Anacafé decided to celebrate its 50th anniversary with a gala event.


 **See: Annex 12\_Photos\Gala\_50th Anniversary Anacafé**

- 3- *Inspired by Coffee*, photographic exhibition and book presentation; held on February 27 at the Anniversary Gala.

 **See: Annex 12\_Photos\Gala\_50th Anniversary Anacafé\Exhibition and book Inspired by Coffee**

### Comments

- Keep in mind that social events may be subject to changes due to circumstances beyond the control of event organizers; two options should be planned.
- The success of the logistical coordination of the conference was due to the fact that Anacafé took charge of the organization; thereby simplifying the decision-making process.

- 
- Furthermore, during the event there was sufficient Anacafé personnel on hand at each of the areas.
  - Close cooperation with the Ministry of Foreign Relations and the embassies of the participating political leaders helped to avoid delays in the schedule.
  - Origins of the attendees should be verified in order to ensure that they are part of the coffee industry.



**See: Annex 06\_Contents of visitor's packet**



## The Conference

Opening ceremonies – Afternoon of February 26


During the opening ceremonies, the Gran Salón Real of the Westin Camino Real Convention Center held 1,400 people, which included representatives of the diplomatic corps in Guatemala as well as cabinet members from the governments of Guatemala and other nations.

Álvaro Colom, president of Guatemala; Porfirio Lobo, president of Honduras; Supachai Panitchpakdi, secretary-general of the United Nations Conference on Trade and Development; Ali Mchumo, managing director of the Common Fund for Commodities; Néstor Osorio, executive director of the ICO; Rodolfo Trampe, chairman of the International Coffee Council; and Ricardo Villanueva, president of Anacafé, were all on hand for the opening ceremonies.

The sessions – February 27 and 28

The entire event was divided into four main sessions: **Economic Sustainability: The Economics of Production; Economic Sustainability: The Economics of Demand; Environmental Sustainability;** and **Social Sustainability**. Different conferences were scheduled for each session; in all, there were 32 presentations during the three-day event.

Each panel had a moderator, which allowed for analysis and discussion at the end of each set of conferences. All of the conferences took place as originally scheduled. The panelists received a token of recognition on behalf of the organizing committee.

 **See: Annex 07\_Presentations**

Closing ceremonies – Afternoon of February 28

The following people were seated at the head table during the closing ceremonies: Álvaro Colom, president of Guatemala; Mauricio Funes, president of El Salvador; Néstor Osorio, executive director of the ICO; Rodolfo Trampe, chairman of the International Coffee Council; and Ricardo Villanueva, president of Anacafé.

 **See: Annex 08\_Conclusions of the conference**



## Parallel Meetings

This conference was the perfect opportunity for several organizations to hold their own meetings. Anacafé lent its logistical support to these organizations by making the necessary hotel arrangements for their events.

Some of these additional events included:

- Annual meeting of the International Women's Coffee Alliance
- Annual assembly of the Mexican National Coffee Association
- Efico presentation
- Norwegian Coffee Association tasting workshop
- Presentation of the Rainforest Alliance manual
- Presentation of Fair Trade projects
- Presentation of the website of the Group of Mild Washed Arabica Producing Countries

## Comments

- We recommend that the ICO encourage these types of meetings and events at future world conferences.



**See: Annex 09\_Press releases\_Women in Coffee**



## ICO Meetings

The International Coffee Council held its 104 session in Guatemala City at Anacafé headquarters immediately following the World Coffee Conference. This event required the use of four Anacafé meeting rooms. The meeting room known as Los Presidentes also had to be specially equipped to accommodate 360 people.

These meetings featured simultaneous interpretation in the four official languages of the ICO. Additionally, ICO personnel had the following at their disposal:

- Anacafé staff
- Transportation for the participants from their hotel to Anacafé headquarters
- Computer equipment
- Photocopiers
- Telephones
- Office space

### Comments

- Because this meeting took place immediately after the conference, it required increasing Anacafé's budget and the efforts of its human resources.
- It is important to have enough rooms that are large enough to accommodate International Coffee Council meetings.
- Logistical considerations should be closely coordinated with ICO staff.
- In the future, the ICO should more accurately confirm the number of participants at these meetings in order to avoid unnecessary expenditures.



**See: Annex 09\_Press releases\_104 Meeting of the International Coffee Council**

## Budget

Anacafé was 100% responsible for the total cost of the conference, which was **US\$1,009,493.00**. Some of the costs were defrayed by the proceeds generated from participant registrations and sponsorships.

Resolution JD-082-2008/2009:21-julio/2009 approved a total budget of up to **US\$1,406,356.00**

- Actual cost = US\$ 1,009,493
- Revenue = US\$ 479,650
- Total investment = **US\$ 529,843**

Difference between allocated funds and actual expenditures = US\$ 396,859\*

\*Data from April 19, 2010

Financial Statements				
Revenue	US\$		US\$	
32 stands sold	76,600	STANDS	76,600	18%
International registrations 308 pax U\$450.00 ea.	138,600	REGISTRATION	248,050	47%
Central American registrations 153 pax U\$350.00 ea.	53,550			
Local registrations 323 pax U\$150.00 ea.	48,550			
Special registrations 13 pax \$250.00	3,250			
Companion registrations 27 pax \$100.00	2,400			
Visitors to exhibition area 90 pax \$20.00	1,800			
Platinum sponsorship 3 x U\$20,000.00	60,000	SPONSORSHIP	155,000	35%
Gold sponsorship 1 x U\$15,000.00	15,000			
Silver sponsorship 4 x U\$10,000.00	40,000			
Others (uniforms, bags, pens, notepads, coffee break)	40,000			
<b>TOTAL</b>	<b>479,650</b>		<b>479,650</b>	<b>100%</b>





<b>EXPENDITURES</b>	<b>ESTIMATED COST US\$</b>	<b>ACTUAL COST US\$</b>	<b>DIFFERENCE US\$</b>
Pre-event	178,025	302,593	-124,568
Event	764,589	474,558	290,030
Transportation	79,650	43,361	36,288
Food and events	200,654	165,083	35,570
Unforeseen expenses	183,437	23,898	159,539
<b>TOTAL</b>	<b>1,406,356</b>	<b>1,009,493</b>	<b>396,859</b>

EXPENSES	1,009,493
REVENUE	479,650
<b>TOTAL INVESTMENT</b>	<b>529,843</b>

**Exchange rate Q 8.30/US\$**

**Summary of Expenses  
2010 World Coffee Conference**

Concept and design	U\$ 89,990.92
Participation at international fairs (Ramacafé and Sintercafé)	17,546.55
Stand design and installation	17,613.74
Firm hired to handle registrations	19,488.00
Anacafé administrative assistant	4,500.00
Promotional campaign (local / international)	84,012.71
Name tags and badge holders	7,089.00
Medical assistance and security	10,604.40
Uniforms	11,195.90
Banners, roll ups	4,903.02
Conference room rental fees	173,372.15
Setting up stages	12,719.28
VIP gifts	2,630.00
Document shipping, customs fees	25,842.77
Airfare for speakers	20,859.82
Support staff	17,513.25
ICO staff expenses	60,086.00
Fees paid to speakers	4,000.00
Other expenses related to speakers	600.00
Rentals: curtain, partitions, radios, teleprompter	2,018.95
Performer for National Anthem	337.40
Promotional items (bags, notepads)	3,975.90
Translations (documents, letters)	1,809.05
Reproduction of presentations on CDs	2,892.00
Aid to Haiti	8,200.00
Tour and transportation coordinator	4,752.84
<b>TOTAL</b>	<b>608,553.65</b>

**International Coffee Council Guatemala March 1–4, 2010**

Coffee break	U\$ 20,117.70
Photographs International Coffee Council	530.00
50 reams of A4 paper for ICO use	213.86
<b>TOTAL</b>	<b>20,861.56</b>

**50th Anniversary of Anacafé Gala  
February 28, 2010**

Food and drink	U\$ 51,385.84
Decorations	31,836.16
Entertainment	2,597.58
Tokens of recognition for associations	959.05
Transparent tent	26,506.05
Carpet/lights for tent	7,132.53
Portable toilets	625.90
Audio equipment and dance floor	22,966.26
Parking	1,807.23
Video production 50 <sup>th</sup> Anniversary of Anacafé	12,575.25
<b>TOTAL</b>	<b>158,391.85</b>

**Expenses for the three events**

Event organizer	U\$ 23,997.47
Petty cash (Food, gasoline, office supplies, etc.)	5,660.60
Audiovisuals	47,707.60
Professional photographer	2,150.00
Accommodations and meals (speakers, interpreters, ICO staff)	68,986.72
Equipment rental for simultaneous interpretation	30,590.00
Computer equipment rental	3,878.91
Transportation services	31,565.70
Transportation for Japanese delegation	1,312.06
Transportation for speakers and ICO delegates	1,435.00
Vehicle rental for President Lobo	2,746.98
Rental of 2 vehicles ICO VIP staff / Néstor Osorio	1,548.63
Barista for tasting area	108.50
<b>TOTAL</b>	<b>221,688.17</b>